

“LIMBO” SENSATION

NOT UNQUESTIONABLY IN THE BATHROOM, NOT UNQUESTIONABLY OUT OF IT



So, to summarize, in this stage what we are after is portraying in an hyperbolic way how our hero is awakened and his awesomeness arisen when under the Delta Shower as well as how it feels to have a shower with the In2uiton head. And this will be done through close ups and macros; including product orientated ones and others more strictly sensorial, but always related to the reaction to water.

Let's call it "*Apple Freedom's in Visual Language meets the Luxurious Sensorial of water and close ups linked to Delta*".

The right combination of these elements will be a key thing to be done in the editorial stage where we'll get the perfect equilibrium between the sensorial, the Delta product shots, the greatly framed and ever moving shots that bring the high voltage that makes it all spectacular with life and "awakeness".